

I urge you to reject the broadcast industry's pressure to impose so-called 'broadcast flag' standards on the electronic industry.

Let supply and demand resolve the outstanding issues between the broadcast industry's intellectual property concerns, and the desire of electronic manufacturers to make products that serve customer needs.

It is a greivous mistake to allow industry pressure groups to impose a technology on a marketplace that has no use for it. Their threats to not broadcast in HDTV if their demands aren't met is an empty one. They will supply HDTV when they can figure out how to make money doing so, and that is what should happen.

It may not be easy, but the alternative is allowing the broadcast industry to use the force of law to warp a marketplace--just so that they don't have to confront the implications of a hugely important new technology for their business model. Not to mention that imposing 'broadcast flag' requirements would amount to obsoleting all the HDTV receivers already sold trusting in the good faith of the FCC to implement this standard.

Thank you for your consideration.